



# NEWS

For Immediate Release  
January 23, 2008

Contact: Lori Maude  
Email: [lorim@gelbvieh.org](mailto:lorim@gelbvieh.org)  
303/465-2333

*This release is available electronically*

## **North Carolina Man Inducted into Gelbvieh Hall of Fame**

Bobby Myrick, owner of J-Bob Farms near Biscoe, N.C., was inducted into the American Gelbvieh Association (AGA) Hall of Fame during the 2008 AGA Convention in Denver, Colo. The Hall of Fame honors individuals for their long time efforts to promote the Gelbvieh breed and contributions to the improvement of the breed.

Myrick and his wife, Julia, were instrumental in the organization of the North Carolina Gelbvieh Association and hosted many state field days at their farm over the years. Bobby got his start with a strong red Gelbvieh cowherd but soon realized that black and polled were in demand by his buyers in the southeastern United States. He began evolving his cowherd to make the best black polled Gelbvieh cattle he could. He was never willing to sacrifice function and performance in the chase for black and polled.

Myrick traveled thousands of miles to visit customers and to develop a market for Gelbvieh, and later Balancer, bulls in his region. In the early years, he was known to give a commercial customer a bull, just to get them to try a Gelbvieh bull. Bobby always knew that once the first calves were on the ground, that customer would be so impressed they would buy the bull. This kind of dedication helped increase the use of Gelbvieh by southeastern commercial cattle producers. Bobby developed a loyal base of customers and helped many young seedstock producers get their start in the Gelbvieh breed.

Myrick served on the AGA Board of Directors and was never afraid to think outside of the box. Myrick dispersed the J-Bob cowherd in 2005, however continues to promote the breed every chance he gets. For his efforts the American Gelbvieh Association recognized him with induction into the AGA Hall of Fame.

**--AGA--**

*Photo caption:*

*Julia Myrick, left, celebrates with her husband, Bobby Myrick, his induction into the American Gelbvieh Association Hall of Fame. Myrick was honored during the 2008 AGA National Convention in Denver, Colo.*

